What is claimed is:

1   1. A system for developing customer relationships with readers/viewers of a

2   media for relating a story having a title, a body, an end, and dramatically created points of

3   interest interspersed throughout the body, wherein the system comprises:

4   (a)   the media;

5   (b)   a media storage device, the media being stored therein; and

6   (c)   a customer relationship management module (CRMM);

7   wherein the media has at least one contact aid encoded in the body of the story,

8   proximate a point of interest; wherein, upon a user selection, the contact aid aids in

9   establishing a channel of communication from which the reader/viewer can interact with

10   the customer relationship management module (CRMM) regarding the point of interest,

11   the CRMM capturing information about the reader/viewer and analyzing the captured

12   information, serving up appropriate portions of supplemental data to the reader/viewer;

13   wherein, the contact mechanism is associated with an author or a character of the story.

1   2. The system of claim 1, wherein the contact mechanism is selected from a group of

2   contact mechanisms, including a character-specific postal address, telephone number,

3   email, SMS, chat room address, IP address, web page address, activatable mailto

4   hyperlink and hypertext link to a URL.

1   3. The system of claim 1, wherein the CRMM comprises at least a

2   customer profile capture module (CPCM) for capturing information about the

3   reader/viewer;

4   a processor which analyses the captured information, identifying supplemental

5   data in a supplemental database on which the supplemental data is stored; and

6   a server which serves up the supplemental data to the reader/viewer.

1   4. A media for relating a story having a title, a body, an end, and dramatically created

2   points of interest interspersed throughout the body, wherein the media comprises at least

3   one contact aid encoded in the body of the story, proximate a point of interest, wherein,

4   upon a user selection, the contact aid aids in establishing a channel of communication

5   from which the reader/viewer can interact with a customer relationship management

6   module (CRMM) regarding the point of interest, the CRMM capturing information about

7   the reader/viewer and analyzing the captured information, serving up appropriate portions

8   of supplemental data to the reader/viewer; wherein, the contact mechanism is associated

9   with an author or a character of the story.

1   5. The media of claim 4, wherein the contact mechanism is selected from a group of

2   contact mechanisms, including a character-specific postal address, telephone number,

3   email, SMS, chat room address, IP address, web page address, activatable mailto

4   hyperlink and hypertext link to a URL.

1   6. A method of determining points of insertion of E-interaction points in a media, the

2   method comprised of the steps of:

3   (a) screening the media in front of at least one test subject instructed to identify

4   points of interest in the media;

5   (b) soliciting inputs of the at least one test subject in association with points of

6   interest; and

7   (c) analyzing inputs to identify points of interest suitable for E-interaction points.

1   7. A method of setting up a Customer Relations Management Module for selling products

2   using E-interaction points in a media, the method comprised of the steps of:

3   (a) screening the media in front of at least one test subject instructed to identify

4   points of interest in the media;

5   (b) soliciting inputs of the at least one test subject in association with points of

6   interest;

7   (c) analyzing inputs to identify points of interest suitable for E-interaction points;

8   (d) inserting E-interaction points within the media, proximate these points of

9   interest; and

10   (e).configuring a Customer Relations Management module so as to interact with an

11   anticipated reader/viewer in response to identified needs/interests so as to improve sales

12   of the products.